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THE DOUGHTEN SEED COMPANY

12th near Henderson Street, Jersey City 2, N.J. U.S. Department of Agriculture

.. Imported and Domestic ..

FIELD, LAWN and TURF GRASS SEED

Telephone: JOURNAL SQUARE 2-6133
2-6134

QUICKER SERVICE FOR NEW ENGLAND DEALERS

DOUGHTEN'S LAWN SEED MIXTURES

. . now stored in Boston, Mass. . .

Seeds stored at
BOWKER STORAGE & DISTRIBUTING CO.

Fargo Stores
53 Fargo Street Boston 10, Mass.

TELEPHONE: Liberty 2-7345

The following brands of Lawn Seed Mixtures will be stored in Boston:

Freedom	Permagreen
Faith Lawn Grass Seed	Sunnyside
Faith Shady	Community Park
Fame without Clover	Greendale
Fame Shady	Island Green

The above seeds will be packed in 50 lb. bags, 5 lb. bags and 2 lb. bags. The 5 lb. and 2 lb. bags are packed 50 lbs. to a container. Orders must be for full containers. Shipments will be made from Boston the same day orders are received.

For quick service Doughten dealers may 'phone their orders direct to Bowker Storage & Distributing Co.—Telephone: Liberty 2-7345

THE DOUGHTEN SEED COMPANY

Dependable Lawn Mixtures

Wire or Write JERSEY CITY 2, N. J.

The Doughten Seed Company gives no warranty, express or implied, as to the productiveness of any seeds it sells, and will not be in any way responsible for the crop. Our liability, in all instances, is limited to the purchase price of the seeds.

FREEDOM QUALITY LAWN SEED PRODUCTS

High Purity. Minimum of weeds and inert.

LAWN MIXTURE

A Blend of 70% Turf Building Seeds.

Composed of Kentucky Blue Grass, Chewings Fescue, Colonial Bent and Superfine Red Top.

Packed:

Per 100 lbs.

50 lb. cotton bags.....	\$62.00
25 lb. cotton bags.....	63.00
10 lb. cotton bags.....	64.00
5 lb. cotton bags.....	65.00
2 lb. cotton bags.....	66.00
1 lb. cotton bags.....	67.00



SHADY MIXTURE

A Blend of 65% Shade Resistant Seeds.

This formula is a mixture predominantly of turf Grasses, selected for their ability to produce a beautiful, permanent turf under shady conditions.

Composed of Kentucky Blue Grass, Chewings Fescue, Rough Blue Grass (Poa Trivialis), English Perennial Rye Grass and Fancy Red Top.

Packed:

Per 100 lbs.

50 lb. cotton bags.....	\$62.00
25 lb. cotton bags.....	63.00
10 lb. cotton bags.....	64.00
5 lb. cotton bags.....	65.00
2 lb. cotton bags.....	66.00
1 lb. cotton bags.....	67.00

Prices on Freedom White Clover and Freedom Terrace Mixture listed on page 3.

FAITH LAWN GRASS SEED FOR SUN AND SHADE

FAITH LAWN GRASS SEED

Blended to produce a permanent turf, pleasing in color and texture. Grows rapidly and thrives under adverse weather conditions. Contains a sufficient variety of turf grasses to insure a continuance of color during the heat of summer and cooler days of early fall. Composed of Colonial Bent, Fancy Kentucky Blue Grass, Redtop and Perennial Rye Grass.

Packed:

Per 100 lbs.

50 lb. cotton bags.....	\$45.00
5 lb. cotton bags.....	48.00
2 lb. cotton bags.....	49.00
1 lb. cotton bags.....	50.00



FAITH SHADY LAWN GRASS SEED

Blended of well-balanced imported and native grasses, tolerant of the shade. This mixture can be depended upon to produce a beautiful lawn under all average shade conditions. Composed of Kentucky Blue Grass, Chewings Fescue, Rough Bluegrass (Poa Trivialis), Redtop and Rye Grass.

Packed:

Per 100 lbs.

50 lb. cotton bags.....	\$45.00
5 lb. cotton bags.....	48.00
2 lb. cotton bags.....	49.00
1 lb. cotton bags.....	50.00

1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container

TWO FAME QUALITY SUNNY LAWN MIXTURES

FAME QUALITY SUNNY With White Clover

This blend of native grasses grows rapidly, producing a pleasing turf. Gives excellent results on both good and poor impoverished soils.

Composed of Kentucky Blue Grass, Redtop, Common Rye Grass, and White Clover.

Packed:

Per 100 lbs.

50 lb. cotton bags.....	\$36.00
5 lb. cotton bags.....	39.00
2 lb. cotton bags.....	40.00
1 lb. cotton bags.....	41.00



FAME QUALITY SUNNY Without White Clover

In this mixture Kentucky Blue Grass is substituted for the White Clover, giving a Quality Blend of fine grasses at a moderate price for those who prefer a lawn mixture without clover. Contains: Kentucky Blue Grass, Red Top and Common Rye-grass.

Packed:

Per 100 lbs.

50 lb. cotton bags.....	\$35.00
5 lb. cotton bags.....	38.00
2 lb. cotton bags.....	39.00
1 lb. cotton bags.....	40.00

Fame Shady quoted at top of next page

1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container

ALL QUOTATIONS PER 100 LBS.

WOR

1440 BROADWAY, NEW YORK 18

LONGACRE 4-8000

February 20, 1948

Dear Doughten Dealer:

Here's good news . . . news that means more customers and more seed sales for you.

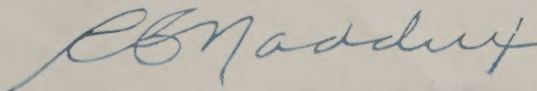
We at WOR are pleased to inform you that The DOUGHTEN SEED COMPANY of Jersey City will sponsor a new radio show on our station starting February 21st. The program called "Gardening with Gambling", will feature John Gambling, one of radio's most popular personalities.

Every Saturday morning, from 9:30 until 10 o'clock, "Gardening with Gambling" will be heard by thousands of lawn seed buying listeners. And this audience is going to be told about Doughten's FAITH Lawn Grass Seed. Mr. Gambling, whose active hobby is gardening, will have a guest on every broadcast.

We're enthusiastic about "Gardening with Gambling". In our opinion, it is going to be one of the best half-hour shows on any station. It's really your show, because it is designed to make FAITH Lawn Grass Seed a bigger producer for you this Spring.

Tell your customers about "Gardening with Gambling", and keep FAITH Lawn Grass Seed up front where it can be seen and bought. That's the way to really cash in on this powerful advertising.

Very sincerely,



R. C. Maddux
Vice President

WOR

1440 BROOKLYN, NEW YORK 14
LONGACRE 1-8000

February 23, 1948

Dear Douglass Dealer:

Have a good week. more contacts and more good sales for you.

We at WOR are pleased to inform you that The DOUGLASS SHOW COMPANY of Jersey City will sponsor a new radio show on our station starting February 23rd. The program called "Conversations with Douglass" will feature John Douglass, one of radio's most popular personalities.

Every Saturday morning, from 8:30 until 10 o'clock, "Conversations with Douglass" will be heard by thousands of lawn care enthusiasts. And all we need is a copy of the show to be sold each week. With lawn care here, Mr. Douglass, whose contact is outstanding, will have a guest on every broadcast.

We're enthusiastic about "Conversations with Douglass". In our opinion, it is going to be one of the best half-hour shows on the station. It's really your show, because it is directed by a man with lawn care background, a dealer producer for your area.

Tell your customers about "Conversations with Douglass", and keep your lawn care business growing. It can be seen and heard. That's the way to really cash in on this powerful advertising.

Very sincerely,

[Signature]

H. C. Madison
Vice President

U. S. Department of Agriculture
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**FAME QUALITY
SHADY**

A competitive shady mixture of Chewings Fescue, Timothy, Common Ryegrass, and Redtop.

PACKED	Price Per 100 Lbs.
50 lb. cotton bags.....	\$35.00
5 lb. cotton bags.....	38.00
2 lb. cotton bags.....	39.00
1 lb. cotton bags.....	40.00
<i>1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container</i>	

VELVA-TURF
"A Quality Product"

Blended without Ryegrass, this mixture has appealed to those who object to this nurse grass. Particularly recommended for the northern areas. Composed of Fancy Kentucky Bluegrass, Fancy Redtop and White Clover.

PACKED	Price Per 100 Lbs.
50 lb. cotton bags.....	\$47.00
5 lb. cotton bags.....	50.00
2 lb. cotton bags.....	51.00
1 lb. cotton bags.....	52.00
<i>1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container</i>	

PERMAGREEN
"The Lawn Supreme"

One of our popular sellers. A splendid mixture producing a bright colored permanent turf, blended without White Clover. Composed of Chewings Fescue, Fancy Kentucky Bluegrass, Fancy Redtop and Common Ryegrass.

PACKED	Price Per 100 Lbs.
50 lb. cotton bags.....	\$46.00
5 lb. cotton bags.....	49.00
2 lb. cotton bags.....	50.00
1 lb. cotton bags.....	51.00
<i>1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container</i>	

**SUNNYSIDE
MIXTURE**

Blended to supply those demanding a fair mixture containing Blue Grass at a minimum of cost. Grows rapidly. Composed of Common Ryegrass, Kentucky Bluegrass, Timothy, Redtop, White Clover.

PACKED	Price Per 100 Lbs.
50 lb. cotton bags.....	\$28.00
5 lb. cotton bags.....	31.00
2 lb. cotton bags.....	32.00
1 lb. cotton bags.....	33.00
<i>1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container</i>	

**COMMUNITY
PARK**

This quick growing mixture is composed of Common Ryegrass, Redtop, Timothy, Fancy Kentucky Bluegrass and White Clover.

PACKED	Price Per 100 Lbs.
50 lb. cotton bags.....	\$23.00
5 lb. cotton bags.....	26.00
2 lb. cotton bags.....	27.00
1 lb. cotton bags.....	28.00
<i>1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container</i>	

GREENDALE

Blended for "Competitive Purposes." Contains Common Ryegrass, Timothy Redtop and Blue Grass.

PACKED	Price Per 100 Lbs.
50 lb. cotton bags.....	\$19.00
5 lb. cotton bags.....	22.00
2 lb. cotton bags.....	23.00
1 lb. cotton bags.....	24.00
<i>1 lb., 2 lb. and 5 lb. bags are each packed 50 lbs. to a container</i>	

- DOUGHTEN'S CEMETERY OR ESTATE FORMULA...**
- FREEDOM POLO OR ATHLETIC MIXTURE**
- FREEDOM TERRACE MIXTURE**
- SEASHORE SANDY SOIL LAWN SEED MIXTURE...**

PACKED	Price Per 100 Lbs.
50 lb. burlap sacks.....	\$62.00
50 lb. burlap sacks.....	48.00
50 lb. burlap sacks.....	47.00
50 lb. burlap sacks.....	45.00

Above four items less than 50 lbs. \$2.00 per 100 lbs. more.

WHITE CLOVER
98% Pure

PACKED	Price Per 100 Lbs.
50 lb.	\$72.00
25 lb.	73.00
10 lb.	74.00
5 lb.	75.00

**TIMOTHY AND
CLOVER MIXTURE**
50% Timothy
50% White Clover

PACKED	Price Per 100 Lbs.
50 lb.	\$45.00
25 lb.	46.00
10 lb.	47.00
5 lb.	48.00

- N. J. Standard Mixtures**
No. 1—With White Clover
No. 1—Without White Clover
No. 2
No. 3
No. 4

Ask for Quotations

FREIGHT

ALLOWED or PREPAID—on Lawn Mixtures—100 lb. or over—no extra charge—Motor Truck Store Door Delivery—If Available.

TERMS—2% 10 NET 30 DAYS TO ACCEPTABLE ACCOUNTS

SPECIAL ITEMS *for additional profits*

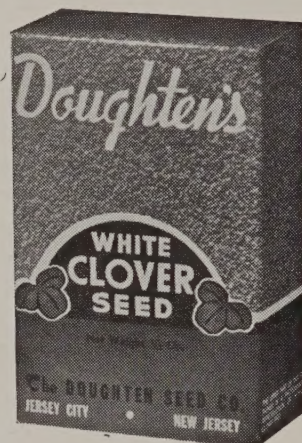
WHITE CLOVER

Doughten's new 1 lb. and 1/2 lb. white clover package is attractively printed in three colors.

Packaged in three different Master Containers.

Container No. 1	24- 1 lb. cartons	\$19.20	per container
" No. 2	24-1/2 lb. "	10.20	" "
" No. 3	12- 1 lb. "		
	12-1/2 lb. "	14.70	" "

Sold only in full containers.



ZOTOX Crab Grass Killer

Amazing New **CHEMICAL DISCOVERY**

KILLS CRAB GRASS Without Destroying Lawn Grasses

Zotox introduces a new and revolutionary method of eradicating Crab Grass in lawns. By selective action it destroys Crab Grass **without permanent injury to the turf**. Lawn Grasses are temporarily discolored by Zotox, but regain their natural color and vigor in a short time.

ZOTOX SIZES AND PRICES

Size	Retail Price	Packed Per Case	Shipping Wt. Per Case	Size	Retail Price	Packed Per Case	Shipping Wt. Per Case
8 oz.	\$1.00	12	13 lbs.	32 oz.	2.50	6	21 lbs.
16 oz.	1.50	12	25 lbs.	5 lbs.	4.50	2	16 lbs.

DEALER DISCOUNT 40% OFF ABOVE PRICES

DOUGHTEN'S WILD BIRD FOOD

A well balanced nutritious mixture containing Peanut Hearts and Sunflower Seed.

We offer Wild Bird Food in three different packings

Price per 100 lbs.

(1) Packed in 100 lb. Burlap Bag..... \$9.00

(2) Packed in 100 lb. Burlap Bag..... 9.50

Containing 20 5-lb. empty attractive paper bags

(3) Packed in 5 lb. and 10 lb. printed cotton bags, 100 lbs. to a container

5 lb. bag 12.00

10 lb. bag 11.00

WILD BIRD FOOD PRICES

F.O.B. Jersey City

*Due to Market changes prices on straight seed will be quoted on request.
We carry a complete line of the following seeds:*

Alfalfa	Brome Grass	Corn	Orchard Grass	Sorghum
Alsike	Buckwheat		Pasture Mixtures	Soy Beans
Barley		Fescues	Poa Trivialis	Sudan Grass
Bents	Clovers	Chewings	Red Top	Sunflower
Astoria	Crimson	Creeping Red	Ryegrass	Timothy
Colonial	Ladino	Meadow		Vetches
Seaside	Red		Rye Grain	Wheat
Bluegrass	White	Milletts		
Canada	Wild	Oats		
Kentucky				